



Discover *the* Facts

SECOND QUARTER
2003 VOLUME XI

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2001	2002	PERCENT CHANGE
July	4,258,696	4,080,395	(4.2%)
August	4,450,423	4,346,541	(2.3%)
September	3,627,715	3,771,444	4.0%
October	4,015,388	4,104,048	2.2%
November	3,636,279	3,796,056	4.4%
December	3,489,272	3,566,876	2.2%

MONTH	2002	2003	PERCENT CHANGE
January	3,661,790	3,932,104	7.4%
February	3,807,479	3,785,986	(0.6%)
March	4,447,459	4,159,209	(6.5%)
April	4,113,303	3,994,373	(2.9%)
May	4,159,915	4,173,448	0.3%
June	4,054,815	4,092,173	0.9%
TOTAL	47,722,534	47,802,652	0.2%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	8,990,099	8,925,740	(0.7%)
Laughlin	1,091,161	1,078,744	(1.1%)
Mesquite	406,203	446,702	10.0%
Washoe County	1,253,521	1,224,999	(2.3%)
All other counties	587,049	583,809	(0.6%)
TOTAL (State)	12,328,033	12,259,994	(0.6%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2001	2002	PERCENT CHANGE
July	248,019	195,915	(21.0%)
August	548,890	500,729	(8.8%)
September	240,782	310,270	28.9%
October	435,605	451,498	3.6%
November	565,643	620,829	9.8%
December	221,720	143,724	(35.2%)

MONTH	2002	2003	PERCENT CHANGE
January	563,392	947,106*	68.1%
February	733,774	803,504	9.5%
March	755,760	658,327	(12.9%)
April	526,828	426,082	(19.1%)
May	469,045	465,798	(0.7%)
June	488,784	486,950	(0.4%)
TOTAL	5,798,242	6,010,732	3.7%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	1,322,931	1,212,279	(8.4%)
Laughlin	42,453	42,755	0.7%
Washoe County	45,459	43,924	(3.4%)
All other counties	73,814	79,872	8.2%
TOTAL (State)	1,484,657	1,378,830	(7.1%)

*WIBC took place in January 2003 in Reno.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2001	2002	NET CHANGE
July	84.1%	81.8%	(2.3)
August	87.7%	86.8%	(0.9)
September	73.1%	78.0%	4.9
October	79.2%	81.1%	1.9
November	72.7%	75.8%	3.1
December	67.4%	69.5%	2.1

MONTH	2002	2003	NET CHANGE
January	71.6%	76.4%	4.8
February	82.0%	81.8%	(0.2)
March	86.6%	81.3%	(5.3)
April	83.2%	81.3%	(1.9)
May	81.5%	82.1%	0.6
June	82.8%	83.6%	0.8
MONTHLY AVG	79.3%	79.9%	0.6

Second Quarter 2003 Area Highlights

AREA	2002	2003	NET CHANGE
Clark County:			
Las Vegas	86.8%	85.9%	(0.9)
Laughlin	84.9%	83.9%	(1.0)
Mesquite	85.6%	92.4%	6.8
Lake Tahoe*	79.6%	77.3%	(2.3)
Washoe County	68.2%	68.2%	0.0
All other counties	59.1%	65.8%	6.7
QUARTER AVG (State)	82.5%	82.3%	(0.2)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2001	2002	PERCENT CHANGE
July	4,530,163	4,440,624	(2.0%)
August	4,714,445	4,706,061	(0.2%)
September	3,806,493	4,098,363	7.7%
October	4,234,372	4,403,260	4.0%
November	3,768,096	3,981,209	5.7%
December	3,641,193	3,778,748	3.8%

MONTH	2002	2003	PERCENT CHANGE
January	3,862,802	4,152,083	7.5%
February	4,007,356	4,023,372	0.4%
March	4,681,463	4,430,648	(5.4%)
April	4,361,713	4,288,131	(1.7%)
May	4,412,565	4,472,809	1.4%
June	4,341,306	4,443,684	2.4%
TOTAL	50,361,967	51,218,993	1.7%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	9,978,541	9,991,417	0.1%
Laughlin	835,203	826,245	(1.1%)
Mesquite	213,716	238,450	11.6%
Lake Tahoe*	171,906	167,002	(2.9%)
Washoe County	1,288,496	1,276,022	(1.0%)
All other counties	627,722	705,489	12.4%
TOTAL (State)	13,115,584	13,204,625	0.7%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2001	2002	PERCENT CHANGE
July	173,711	175,096	0.8%
August	173,414	174,966	0.9%
September	173,557	175,191	0.9%
October	172,553	175,045	1.4%
November	172,835	175,150	1.3%
December	174,235	175,390	0.7%

MONTH	2002	2003	PERCENT CHANGE
January	174,072	175,331	0.7%
February	174,434	175,749	0.8%
March	174,379	175,898	0.9%
April	174,697	175,851	0.7%
May	174,731	175,774	0.6%
June	174,862	177,103	1.3%
END OF PERIOD	174,862	177,103	1.3%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:			
Las Vegas	126,394	128,424	1.6%
Laughlin	10,821	10,817	0.0%
Mesquite	2,745	2,945	7.3%
Lake Tahoe*	2,374	2,374	0.0%
Washoe County	20,852	20,769	(0.4%)
All other counties	11,676	11,774	0.8%
END OF PERIOD (State)	174,862	177,103	1.3%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2003.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2001	2002	PERCENT CHANGE
July	\$1,081,114	\$1,128,249	4.4%
August	1,010,325	978,295	(3.2%)
September	933,551	907,765	(2.8%)
October	1,030,928	1,039,372	0.8%
November	866,808	961,018	10.9%
December	923,989	1,071,785	16.0%

MONTH	2002	2003	PERCENT CHANGE
January	802,841	925,652	15.3%
February	696,849	723,136	3.8%
March	780,666	975,784	25.0%
April	922,877	998,601	8.2%
May	1,181,086	1,124,931	(4.8%)
June	1,037,548	1,040,565	0.3%
TOTAL	\$11,268,582	\$11,875,153	5.4%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County	\$2,772,117	\$2,830,411	2.1%
Washoe County	231,862	210,718	(9.1%)
Douglas County*	70,801	59,253	(16.3%)
Elko County	30,404	27,493	(9.6%)
Carson City	7,982	8,559	7.2%
All other counties	28,345	27,664	(2.4%)
TOTAL (State)	\$3,141,511	\$3,164,098	0.7%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2001	2002	PERCENT CHANGE
July	\$808,422,000	\$804,311,000	(0.5%)
August	824,510,000	839,500,000	1.8%
September	763,690,000	810,138,000	6.1%
October	771,667,000	807,379,000	4.6%
November	721,468,000	732,485,000	1.5%
December	731,693,000	775,265,000	6.0%

MONTH	2002	2003	PERCENT CHANGE
January	765,861,000	844,562,000	10.3%
February	752,758,000	756,139,000	0.4%
March	807,239,000	834,663,000	3.4%
April	799,587,000	744,620,000	(6.9%)
May	838,925,000	805,698,000	(4.0%)
June	714,352,000	809,187,000	13.3%
TOTAL	\$9,300,172,000	\$9,563,947,000	2.8%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Clark County:	\$1,890,185,000	\$1,916,278,000	1.4%
Strip	1,149,379,000	1,170,365,000	1.8%
Downtown	165,571,000	160,197,000	(3.2%)
Laughlin	135,590,000	135,870,000	0.2%
Mesquite	27,029,000	27,640,000	2.3%
County balance	412,616,000	422,206,000	2.3%
Washoe County	266,808,000	257,005,000	(3.7%)
Lake Tahoe*	83,208,000	74,294,000	(10.7%)
Elko County	58,106,000	55,842,000	(3.9%)
Carson Valley Area	24,483,000	25,345,000	3.5%
All other counties	30,074,000	30,741,000	2.2%
TOTAL (State)	\$2,352,864,000	\$2,359,505,000	0.3%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2001	2002	PERCENT CHANGE
July	3,802,252	3,539,693	(6.9%)
August	3,965,388	3,753,345	(5.3%)
September	2,461,020	3,269,814	32.9%
October	3,194,018	3,563,399	11.6%
November	2,915,482	3,105,815	6.5%
December	2,890,909	3,129,301	8.2%

MONTH	2002	2003	PERCENT CHANGE
January	2,903,793	3,228,902	11.2%
February	3,014,615	3,125,471	3.7%
March	3,684,870	3,587,422	(2.6%)
April	3,377,060	3,307,726	(2.1%)
May	3,451,119	3,455,353	0.1%
June	3,467,149	3,556,112	2.6%
TOTAL	39,127,675	40,622,353	3.8%

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,011,539	9,011,439	0.0%
Reno/Tahoe Int.	1,099,443	1,115,476	1.5%
North Las Vegas	53,322	88,609	66.2%
Laughlin/Bullhead Int.	42,771	37,526	(12.3%)
Elko Airport	47,036	49,735	5.7%
Henderson Exec. Airport	41,217	16,406	(60.2%)
TOTAL (State)	10,295,328	10,319,191	0.2%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2001	2002	PERCENT CHANGE
July	2,879,417	2,915,015	1.2%
August	2,566,947	2,787,052	8.6%
September	2,268,015	2,577,048	13.6%
October	2,267,581	2,507,870	10.6%
November	2,299,909	2,280,523	(0.8%)
December	2,276,373	1,599,558*	(29.7%)

MONTH	2002	2003	PERCENT CHANGE
January	2,083,544	1,294,131*†	(37.9%)
February	2,138,887	1,504,901‡	(29.6%)
March	2,463,543	1,730,333†‡	(29.8%)
April	2,453,080	1,657,497†‡	(32.4%)
May	2,665,460	1,992,927†‡	(25.2%)
June	2,766,487	2,152,049†‡	(22.2%)
TOTAL	29,129,243	24,998,904	(14.2%)

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
I-15 at Primm/Jean	1,665,507	1,712,178	2.8%
I-15 at Mesquite	981,055	1,003,586	2.3%
I-80 at Verdi	1,370,593	1,334,217	(2.7%)
I-80 at Wells	262,910	— †	(100.0%)
All other entry points	3,604,962	1,752,492‡	(51.4%)
TOTAL (State)	7,885,027	5,802,473†‡	(26.4%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to construction on Interstate 15 at Primm/Jean, the traffic totals for December 2002 and part of January 2003 do not contain any data.

†Due to counter failure on Interstate 80 at Wells, the traffic totals for January and March through June 2003 do not contain any data.

‡Due to road construction and counter failures, various other entry point traffic totals for January through June 2003 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

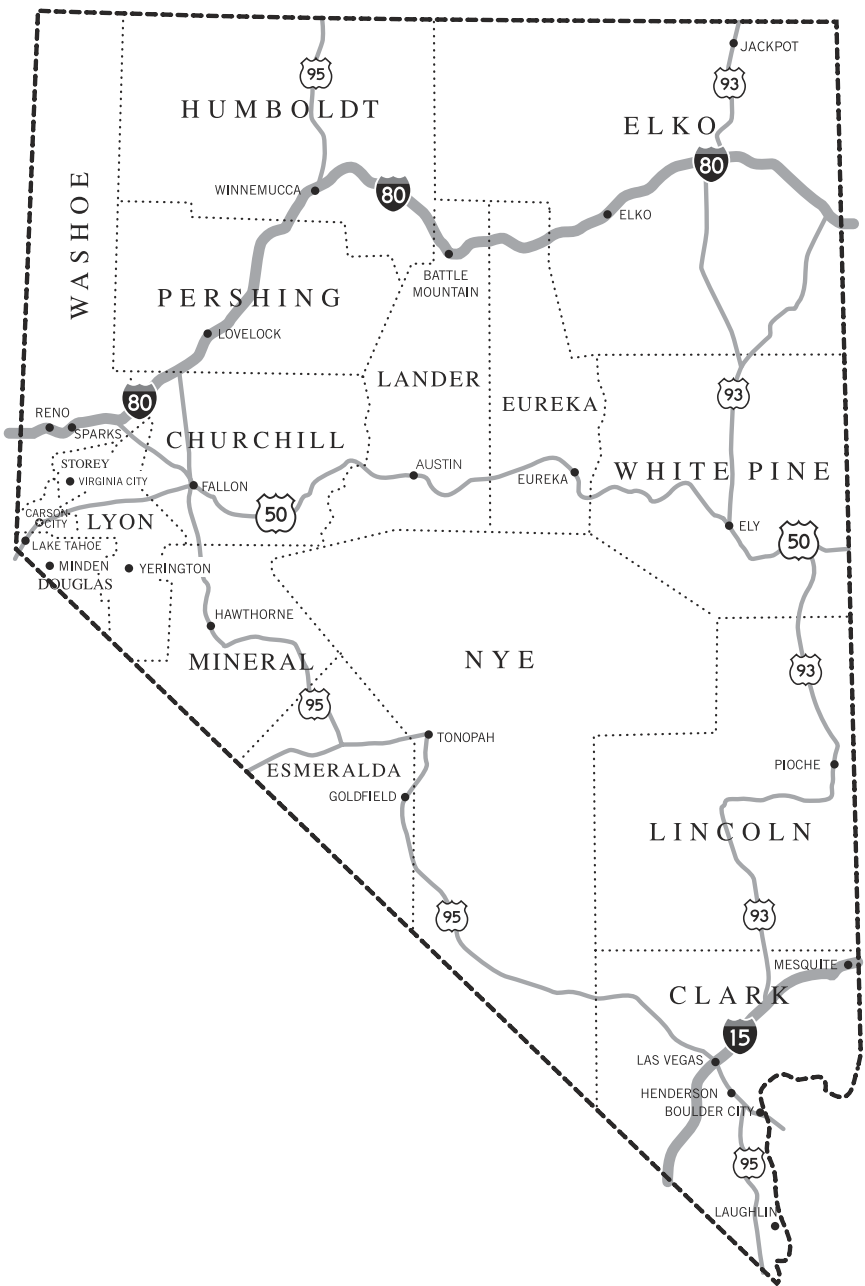
MONTH	2001	2002	PERCENT CHANGE
July	3,618,730	3,243,532	(10.4%)
August	3,613,777	3,324,670	(8.0%)
September	2,640,561	2,630,568	(0.4%)
October	1,883,093	2,076,567	10.3%
November	1,424,769	1,320,066	(7.3%)
December	1,007,448	1,119,203	11.1%

MONTH	2002	2003	PERCENT CHANGE
January	1,170,738	1,313,102	12.2%
February	1,262,350	1,233,561	(2.3%)
March	1,691,840	1,622,912	(4.1%)
April	2,282,187	2,043,653	(10.5%)
May	2,518,586	2,609,866	3.6%
June	2,904,378	3,124,006	7.6%
TOTAL	26,018,457	25,661,706	(1.4%)

Second Quarter 2003 Area Highlights

AREA	2002	2003	PERCENT CHANGE
Nevada State Parks	1,060,371	1,052,354	(0.8%)
Great Basin Nat. Park	28,637	28,429	(0.7%)
Lake Mead Nat. Rec. Area	2,313,652	2,456,990	6.2%
Hoover Dam Visitor Center	248,458	249,816	0.5%
Red Rock Canyon	194,856	212,752	9.2%
Grand Canyon Nat. Park	1,344,739	1,377,464	2.4%
Zion Nat. Park	915,203	863,560	(5.6%)
Bryce Canyon Nat. Park	438,805	419,213	(4.5%)
Death Valley Nat. Park	208,967	185,022	(11.5%)
Yosemite Nat. Park	951,463	931,925	(2.1%)
TOTAL (All Parks)	7,705,151	7,777,525	0.9%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadaeda.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtualtahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

301 Brounger Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org